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YOU'LL MAKE MORE THAN
40% GROSS PROFIT
EARLY SEASON **ASSORTMENT**
★ JAN 7 1958 ★
U. S. Department of Agriculture

John's INDOOR GROWING
FOLIAGE PLANTS



start now to turn fast selling plants
into quick profit

John's

PLANTS—SEEDS—BULBS • Apopka, Florida • Phone: TUCKer 6-5061

QUICK PROFIT PLANTS - EASY TO ORDER, HANDLE AND SELL!

143 LUXURIANT, INDOOR GROWING FOLIAGE PLANTS PROVEN BEST-SELLING VARIETIES PRICED TO SELL COMPETITIVELY, QUICKLY

John's

proudly offers you
this fine money-making
opportunity to reap those EXTRA
PROFITS from these eye-catching,
sales - stimulating, lush green plants.

Cost
\$36 Sell
for **\$71**

You'll make 40-45% Gross Profit after
you pay Express Charges.

SEND NO MONEY — Plants shipped on
30 day open account (and you'll be re-
ordering before then).

START EARLY!

Cash in on the full selling season!
Over 200 million of these richly-green indoor
growing foliage plants are sold annually.
These thriving, thickly-leaved plants have
become a MUST in homes, shops and offices.
Benefit from this ever-expanding indoor plant
market by selling John's timely plants in
YOUR store.

PROVEN VARIETIES

These 17 choice varieties were
selected for their timely sales appeal
and indoor hardiness. Some are
new, some old — ALL are the Early
Season SALES LEADERS shown by
our national sales totals.



We reserve the right to make a few changes in the assortment due to crop conditions. Plants of equal or better value will be substituted.

John's special

ASSORTMENT No. 8

A new profit making selection of assorted plants
that your customers will love.

HERE'S WHAT YOU GET...

1. 143 carefully selected plants shipped at the peak of perfection . . . guaranteed to arrive in good condition.
2. Your choice of either PLASTIC or ALUMINUM pots. (Both are color-coded).
3. Complete, simple instructions on pricing, displaying and care of plants.
4. FREE — Attention-getting Sales Banners, picture Identification sheet and colorful Pricing Sign.

RETAIL PRICES ARE COLOR CODED

You don't have to "identify" the plants . . . You don't have to "stamp the prices on them" . . . Just mark the pricing sign and your customers will know the EXACT PRICE of each plant by the color of the pot.

We suggest these nationally accepted retail prices:

SELL THE PLANTS IN THE GREEN POTS FOR 39c (OR MORE)!

SELL THE PLANTS IN THE RED POTS FOR 69c (OR MORE)!

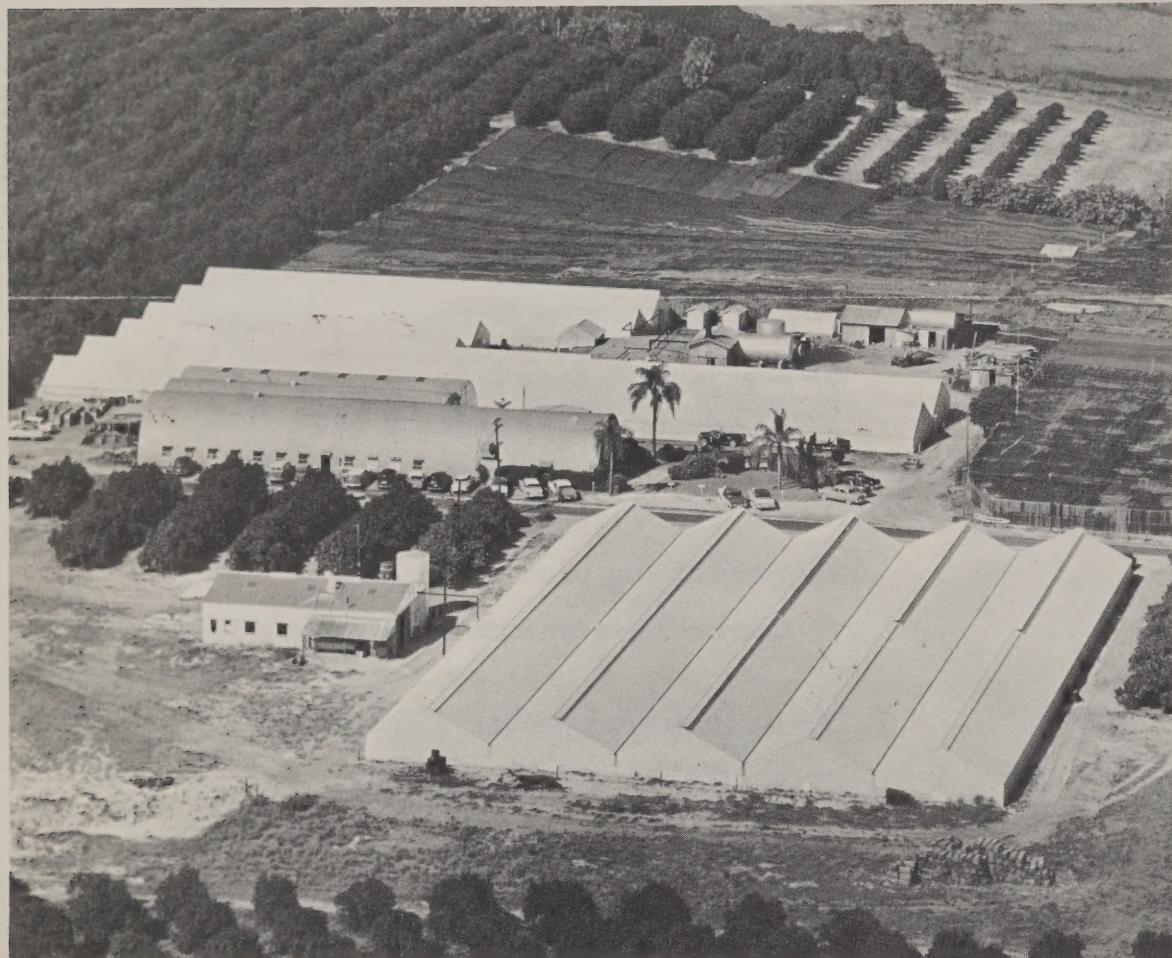
MAIL ENCLOSED ORDER CARD TODAY

CHECK (✓) Plastic or Aluminum pot on card

HOW *John's* TOP-QUALITY PLANTS

ARE AVAILABLE

TO THE MASS MARKET AT REASONABLE PRICES



Here is the center of the John's 48 acre Nursery where over 50 choice varieties of indoor foliage and blooming plants are brought to the peak of perfection. Constant improvement through never-ending experimentation has resulted in volume production of sturdy, healthy plants. For 25 years John's has been growing and shipping TOP QUALITY PLANTS with LIVABILITY, that thrive and bring to your customers complete satisfaction. Thousands of satisfied customers PROVE John's PLANTS ARE BEST!



John Masek

*"when you are
in Florida..."*

stop by and visit our nurseries at Apopka. We'll be glad to see you and show you around. Apopka is just 13 miles northwest of Orlando on Highway #441, the well-known "Orange Blossom Trail."

mail your postage - paid order card today



Ship Immediately

John's \$36. Special Assortment #8

CHECK ONE (BOTH ARE COLOR CODED)

143 PLANTS IN PLASTIC POTS
 143 PLANTS IN ALUMINUM POTS

Signed _____

U.S. Dept of Agriculture
Library
Washington 25, D. C.
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Are your name and address correct? Please make corrections on this card.

BUSINESS REPLY CARD

No postage stamp necessary if mailed in the United States

4c POSTAGE WILL BE PAID BY

JOHN'S

APOPKA, FLORIDA

FIRST CLASS
PERMIT NO. 4
(SEC. 34.9 P.L.&R.)
APOPKA, FLA.



DETACH THIS STUB

Send no money
you have 30 days to pay!

John's

**\$36. Special
Assortment No. 8**

**F.O.B. APOPKA, FLORIDA, SHIPPED RAILWAY
EXPRESS (Express Charges Collect)**